

Arlington Insights- FIFA Edition

Wednesday, November 12, 2025 | 3:00PM



ARLINGTONSM
THE AMERICAN DREAM CITY

Most popular sports in the world (based on viewership)...



1. Soccer= 3.5 billion fans
2. Cricket= 2.5 billion fans
3. Field Hockey= 2.2 billion fans
4. Tennis= 1 billion fans
5. Volleyball= 900 million fans
6. Table Tennis= 850 million fans
7. Baseball= 500 million fans
8. Golf= 450 million fans
9. Basketball= 400 million fans
10. NFL (American Football)= 400 million fans





Worldwide Viewership of World Cup Final vs Super Bowl

2022 Qatar World Cup: 500m+ average (1.5b total viewership)

- Super Bowl LVII: 150m average (183.6 total viewership)

2018 Russia World Cup: 517m average (1.1b total viewership)

- Super Bowl LII: 103m

2014 Brazil World Cup: 562m average (1.013b total viewership)

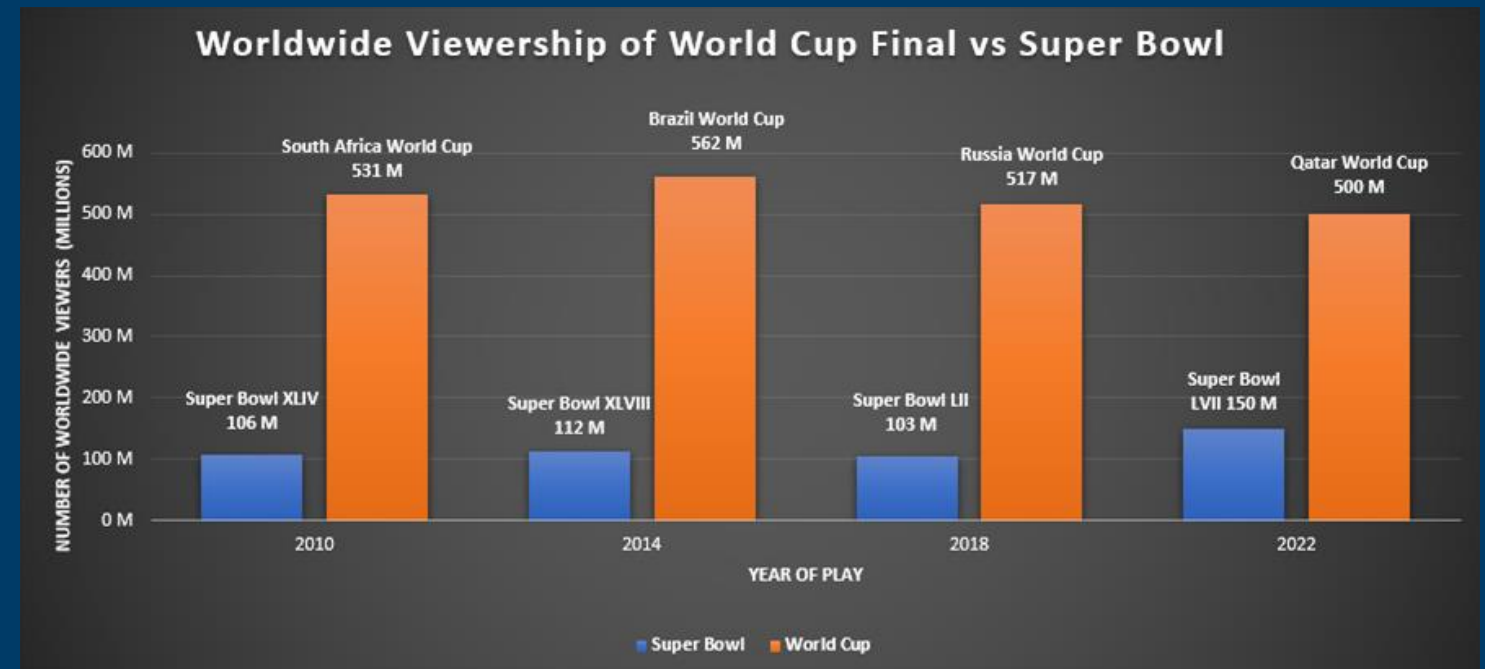
- Super Bowl XLVIII: 112m average

2010 South Africa World Cup: 531m average (909m total viewership)

- Super Bowl XLIV: 106m average

2024 Super Bowl LVIII

- 123.7 million viewers across television and streaming platforms
- A record 202.4 million watched at least part of the game across all networks





2026 FIFA WORLD CUP VENUES

BC PLACE
VANCOUVER

LUMEN FIELD
SEATTLE

LEVI'S STADIUM
SAN FRANCISCO

SOFI STADIUM
LOS ANGELES

AT&T STADIUM
DALLAS

NRG STADIUM
HOUSTON

ESTADIO AKRON
GUADALAJARA

BMO FIELD
TORONTO

ARROWHEAD STADIUM
KANSAS CITY

MERCEDES-BENZ STADIUM
ATLANTA

HARD ROCK STADIUM
MIAMI

LINCOLN FINANCIAL FIELD
PHILADELPHIA

MET LIFE STADIUM
NEW YORK

GILLETTE STADIUM
BOSTON

ESTADIO BBVA BANCOMER
MONTERREY

ESTADIO AZTECA
MEXICO CITY





MATCH SCHEDULE & KEY VENUES



MATCH SCHEDULE

6/14/26 GROUP STAGE	6/30/26 ROUND OF 32
6/17/26 GROUP STAGE	7/03/26 ROUND OF 32
6/22/26 GROUP STAGE	7/06/26 ROUND OF 16
6/25/26 GROUP STAGE	7/14/26 SEMIFINAL
6/27/26 GROUP STAGE	

MATCH VENUE: DALLAS STADIUM (ARLINGTON)

POTENTIAL TEAM BASE CAMPS (5):

DALLAS BAPTIST UNIVERSITY (DALLAS)
MANSFIELD STADIUM (MANSFIELD)
TEXAS CHRISTIAN UNIVERSITY (FORT WORTH)
TOYOTA STADIUM & SOCCER COMPLEX (FRISCO)
UNIVERSITY OF NORTH TEXAS (DENTON)

VENUE SPECIFIC TRAINING SITE VENUES

COTTON BOWL STADIUM (DALLAS)
SOUTHERN METHODIST UNIVERSITY (DALLAS)

FIFA FAN FESTIVAL: FAIR PARK (DALLAS)

INTERNATIONAL BROADCAST CENTER: KBHCCD

MEDIA CENTER: TBD



ACCOMMODATIONS

54%

INTERNATIONAL VISITORS
INCLUDING NON-TICKET
HOLDERS

9.7

DAYS ON AVERAGE
INTERNATIONAL VISITOR
STAYS IN US

68%

VISITORS OWNING A
CREDIT OR DEBIT CARD

41%

OF INTERNATIONAL
VISITORS SPEAK ENGLISH

AGES

32% 16-29
46% 30-49
22% 50-69

63%

OF VISITORS ARE
MALE



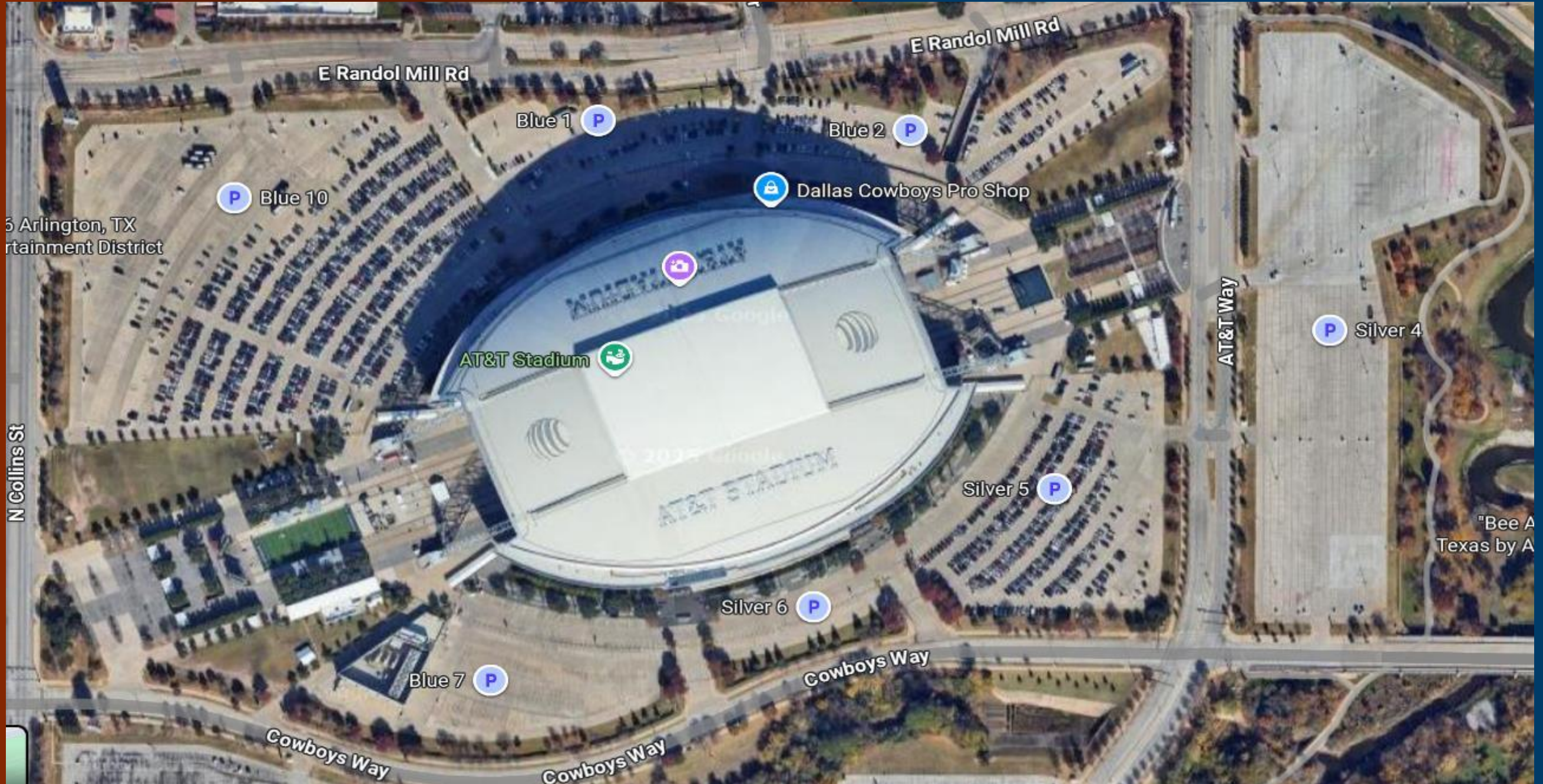
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Important Dates



- **October 27-31: Phase 2 Early Ticket Draw**
- **November 18: FIFA World Cup 26 Volunteer Center Dallas Grand Opening**
- **December 5, 2025: FIFA World Cup 26™ Final Draw will take place in Washington, DC. All group stage team match ups will be determined.**
- **January 2026: Team Base Camps confirmed**
- **March 3, 2026: 100 Days Out**
- **April 24-26, 2026: Trophy Tour**
- **May 25, 2026: World Soccer Day**

All ROADS lead to Arlington...



World Cup 2026 Schedule overview

June 2026						
◀ May 2026						Jul 2026 ▶
Sun	Mon	Tue	Wed	Thu	Fri	Sat
	1	2	3	4	5 Rangers Home 7:05PM	6 Rangers Home 6:35PM
						Car Show (Downtown) TBD
						Pride Event (Downtown) TBD
7 Rangers Home 1:35PM	8	9	10	11	12	13
14 WORLD CUP MATCH- GROUP STAGE	15 RANGERS HOME 7:05PM	16 RANGERS HOME 7:05PM	17 WORLD CUP MATCH- GROUP STAGE	18 RANGERS HOME 1:35PM	19 RANGERS HOME 7:05PM	20 RANGERS HOME 3:05PM
21 RANGERS HOME 1:35PM	22 WORLD CUP MATCH- GROUP STAGE	23	24	25 WORLD CUP MATCH- GROUP STAGE	26	27 WORLD CUP MATCH- GROUP STAGE
28	29	30 WORLD CUP MATCH- ROUND OF 32				

July 2026

◀ Jun 2026

Aug 2026 ▶

Sun	Mon	Tue	Wed	Thu	Fri	Sat
			1	2 RANGERS HOME 7:05PM	3 LIGHT OF ARLINGTON	4 4 TH OF JULY PARADE
					WORLD CUP MATCH- ROUND OF 32	RANGERS HOME 3:05PM
5 RANGERS HOME 1:35PM	6 WORLD CUP MATCH- ROUND of 16	7 RANGERS HOME 7:05PM	8 RANGERS HOME 7:05PM	9 RANGERS HOME 7:05PM	10 RANGERS HOME 7:05PM	11 RANGERS HOME 3:05PM
12 RANGERS HOME 1:35PM	13	14 WORLD CUP MATCH- SEMIFINAL	15	16	17	18
19	20 RANGERS HOME 7:05PM	21 RANGERS HOME 7:05PM	22 RANGERS HOME 7:05PM	23	24 RANGERS HOME 7:05PM	25 RANGERS HOME 6:15PM
26 RANGERS HOME 1:35PM	27 RANGERS HOME 1:35PM	28	29	30	31	

FIFA World Cup 26™ Final Draw – 12/5/25

FIFA World Cup 26™ Final Draw Media Messaging, cont.:

- As of late October 2025, 28 teams have qualified for the 2026 World Cup:
 - **Host Nations:** Canada, Mexico, USA
 - **Africa (CAF):** Algeria, Cape Verde, Ivory Coast, Egypt, Ghana, Morocco, Senegal, South Africa, Tunisia
 - **Asia (AFC):** Australia, Iran, Japan, Jordan, South Korea, Qatar, Saudi Arabia, Uzbekistan
 - **Oceania (OFC):** New Zealand
 - **South America (CONMEBOL):** Argentina, Brazil, Colombia, Ecuador, Paraguay, Uruguay
 - **Europe (UEFA):** England



TRANSPORTATION- Vehicular and Pedestrian

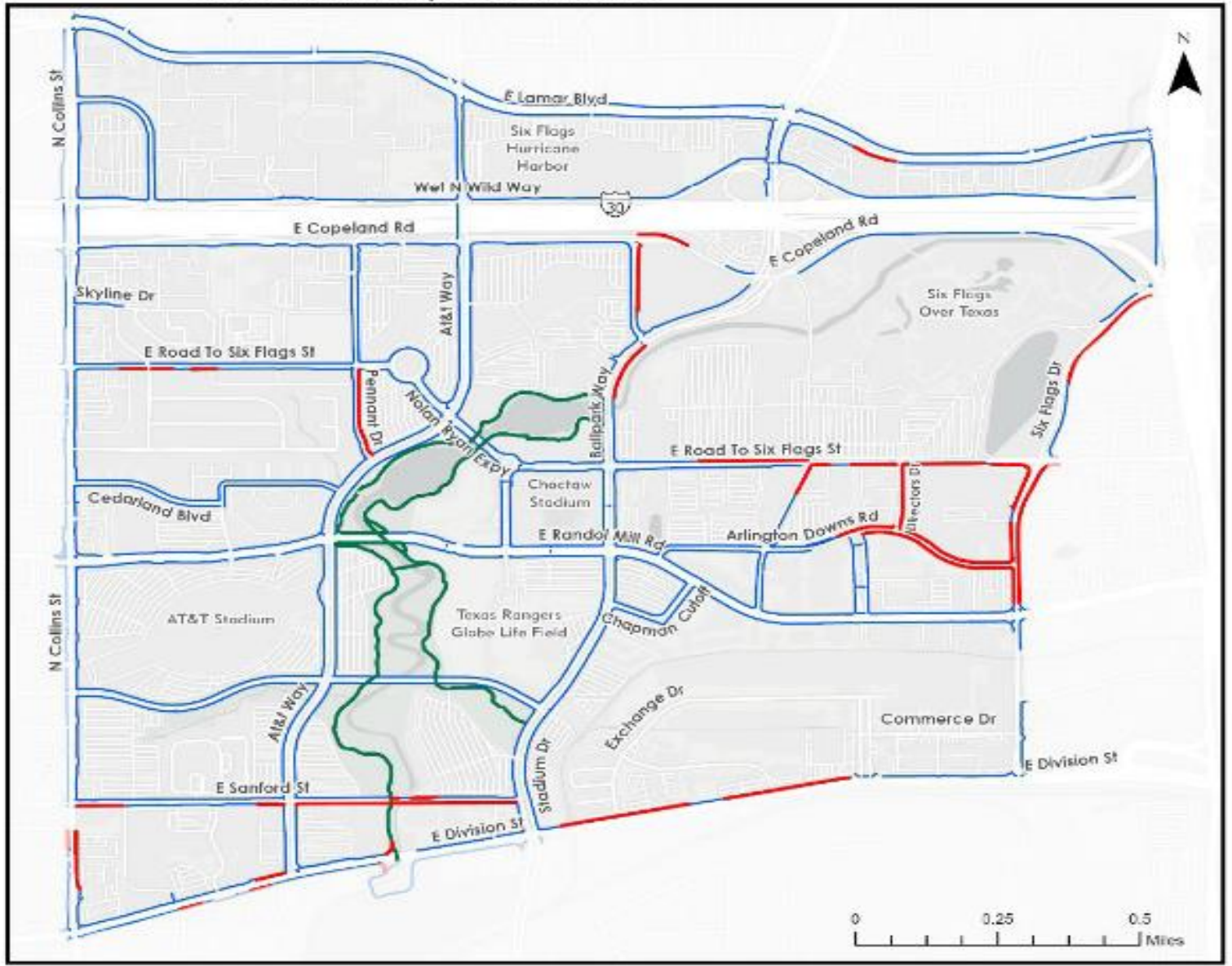


Arlington Entertainment District Sidewalk Improvements

March
2025

Legend

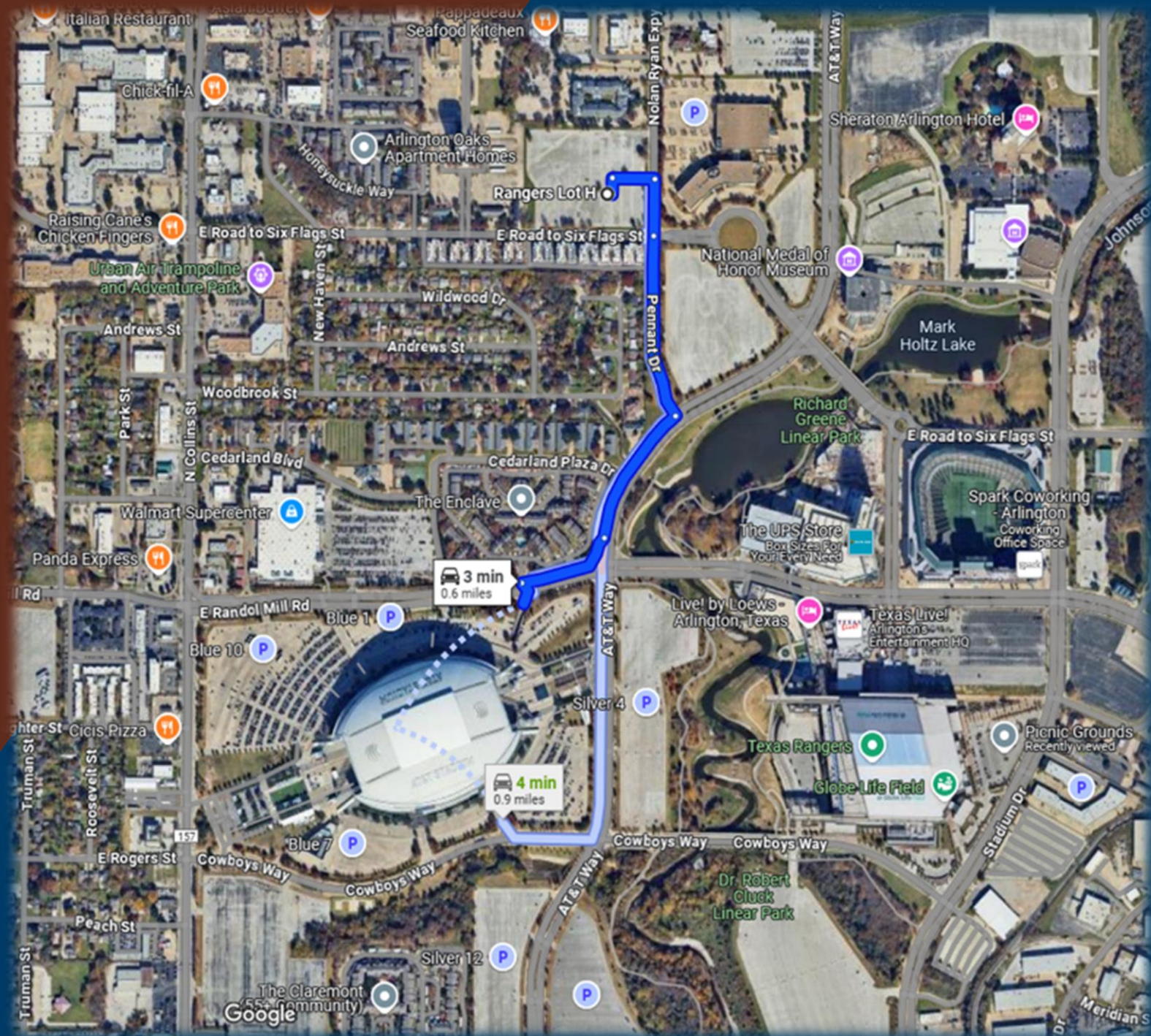
- Existing Sidewalks
- Proposed Sidewalks to be Constructed
- Shared Use Path



\\sustanable-development\GIS\2024-2025\Projects\FIP\WV\02\Walking Routes

Texas Rangers, Lot H to AT&T Stadium walking route: 15 minutes = 0.7 miles

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Ambassador Row- City of Arlington, World Cup 2026



- **Operating hours:** 8:00AM -6:00PM CST with addition to 1 hr. before and 1 hr. after completion of each match. (subject to change)
- **Embassy presence for all 9 games:**
6/14, 6/17, 6/22, 6/25, 6/27, 6/30, 7/3, 7/6, 7/14
- Participating Embassies to date are USA and Mexico. Remaining Embassies will be determined based upon the team draw in Fall 2025.

Spark Co-working
1000 Ballpark Way #310,
Arlington, TX 76011



NORTH TEXAS BUSINESS CONNECT PROGRAM



<https://www.dallasfwc26.com/north-texas-business-connect-program/>

The FIFA World Cup 2026™ is coming to North Texas, and with it comes a once-in-a-lifetime opportunity for our local businesses. The North Texas FWC Organizing Committee has launched the North Texas Business Connect Program, designed to connect regional suppliers with procurement opportunities tied to the tournament and beyond.

This program is your chance to be part of the excitement while showcasing the strength and diversity of North Texas businesses. Whether your company provides catering, printing, event services, transportation, or countless other goods and services, Business Connect is your gateway to upcoming Requests for Proposals (RFPs) and official opportunities.

Who Can Apply?

To qualify for the program, businesses must:

Be located in North Texas. You must operate a physical office in one of the following counties: Dallas, Tarrant, Collin, Denton, Kaufman, Parker, Johnson, Ellis, Rockwall, Hood, or Wise.

Be the direct provider of the goods or services offered (no brokers).

Be in good standing and eligible to do business in Texas.

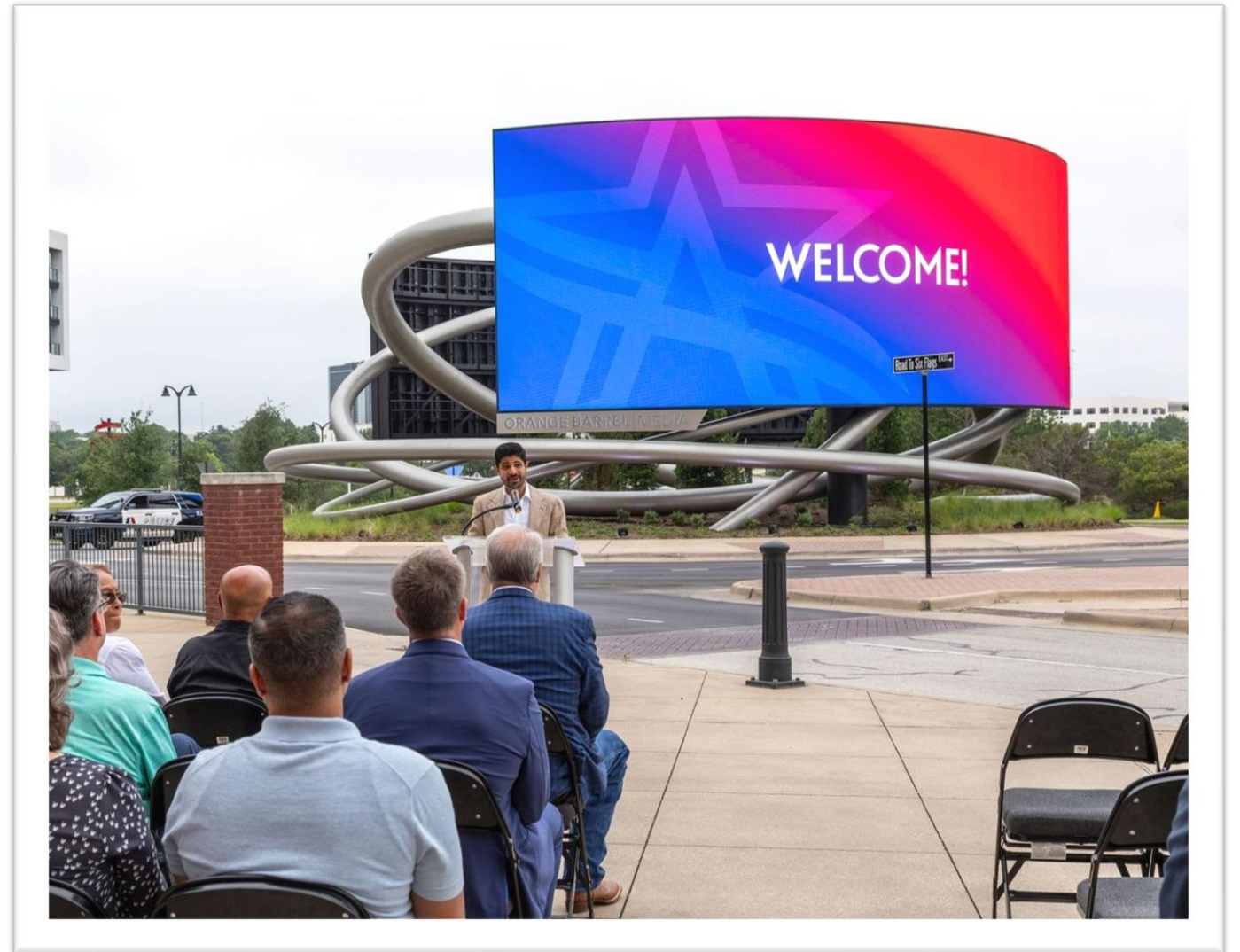
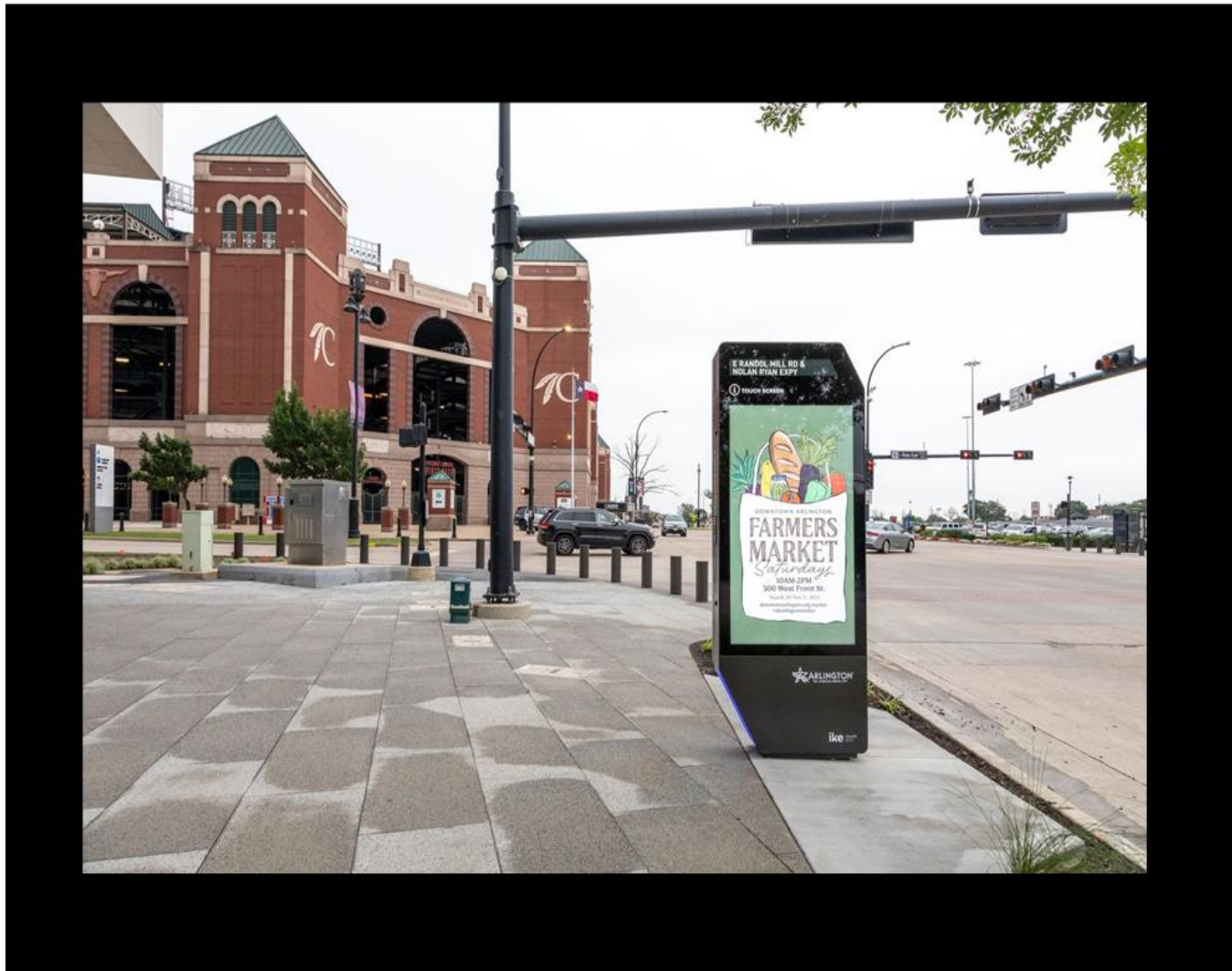


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Welcome to Arlington Campaign



OBM IKE COMES TO TOWN- 22 TIMES





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Preparing Stakeholders



Townhall Meetings

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Purpose: To inform Stakeholders on upcoming major events coming to the City of Arlington

Schedule:

Thursday, June 26th, 1:00PM-2:30PM
Arlington Convention and Visitors Bureau Auditorium
Focused Audience: Arlington Hotels

Thursday, July 24th, 1:00PM-2:30PM
Arlington Convention and Visitors Bureau Auditorium
Focused Audience: Arlington Restaurants

Thursday, August 14th, 1:00PM-2:30PM
Arlington Convention and Visitors Bureau Auditorium
Focused Audience: Arlington Small Businesses

Thursday, September 25, 1:00PM-2:30PM
City of Arlington Council Chambers
Focused Audience: Businesses in/near Stadium Footprint

More to Come January 2026

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Benefits of Stakeholder Participation



- **Transparency and awareness**
- **Advanced business operation decisions (parking vs. business as usual)**
- **Event promoter knowledge of customer base – Arlington Grand Prix**
- **Promotion of other Arlington businesses (DAMC, restaurants, etc.)**
- **Communication and Collaboration**

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Questions